



Salinas City Center is Open For Business

BY MERYL RASMUSSEN

“The Taylor Farms team really enjoys our new home in the heart of Salinas City Center. There is a great downtown vibe, and excellent dining and entertainment are only steps away,”

- Bruce Taylor, CEO of Taylor Farms.

The heart of downtown Salinas, once affectionately referred to as Oldtown, has undergone a transformation. Now known as Salinas City Center, this rebranding effort is a culmination of work begun by property owners in the summer of 2014. In 2015, the property owners voted to form an improvement district and assess their properties. Early in 2016, the property owners formed a new non-profit corporation called Salinas City Center Improvement Association (SCCIA). SCCIA is now up and running, with a district manager and a full slate of volunteer

committees working hard to implement the vision for a vibrant downtown.

Following the template of the successful Little Italy revitalization in San Diego, there are two distinct areas of investment, funded with property owner assessments within the district. They are Sidewalk Operations, Beautification, and Order (SOBO) and District Identity and Streetscape Improvements (DISI). Each area has a full volunteer committee to develop its programs. A third committee, Land Use, works to ensure City, County, and Public Agency cooperation for new

development and planning.

CATALYST

Property owners look to shape the makeup of downtown Salinas, to positively affect the business climate, and increase foot traffic, engagement, and entertainment. They support development of new residential units, professional businesses, thriving retail, restaurants, cafes, and services. The district should be a welcome and exciting place for young professionals, and a magnet for new businesses and jobs.

The lead example of this is the new Taylor Farms building near the Steinbeck Center. The building is a stunning example of modern classicism, which fits the streetscape. It houses a number of businesses and retail establishments, including Taylor Farms Sales and Marketing, the Western Growers Center for Innovation and Technology, and the Ag-Tech Incubator. This new building and the economic might that it brings to City Center was the brainchild of Bruce Taylor, CEO of Taylor Farms.

This modern, urban environment will be achieved through a series of measures including beautification, safety, attracting quality developers, and development of a strong district identity and marketing campaign. While these improvements have been dreamed of in the past, the recently passed property owners' assessment allows the SCCIA adequate funding to fulfill the promise of downtown.

DISTRICT IDENTITY

“The District Identity Committee is working closely with property owners, merchants and residents to ensure buy-in of our vision for a revitalized and modern downtown Salinas.



IMPROVEMENT ASSOCIATION BOARD

Catherine Kobrinsky Evans
Frank Saunders
Margaret D'Arrigo Martin

Brian Finegan
Gaylon Haney
Greg Piini

Jeff LaTourette
Fred DeYoung
Peter Kasavan

We are confident that Salinas City Center will become the standard for the area and a great attraction to the Monterey County community," -District Identity Committee co-Chair, Margaret D'Arrigo Martin.

This committee will work to create a strong sense of identity for the district, through public and media relations, social media, and website development, along with upgrades to public spaces with new art, signs, banners, and seasonal decorations.



UNVEILING THE NEW LOGO

The new logo is the centerpiece of the branding effort, and will be utilized in a number of unique ways to highlight the many exciting offerings that lie within Salinas City Center's boundaries. A color key was established to easily identify the type of businesses, and organizations within Salinas City Center, with each grouping having a unique version of the Salinas City Center logo.

THE LITTLE ITALY STORY

The section of San Diego, now known as Little Italy, was once a thriving Italian fishing industry enclave. In the 1960s the tuna industry faded and a third of the neighborhood was demolished to make way for construction of Interstate 5. This set off a 30-year period of decline. In 1996, the property owners established a self-funded community benefit district, and embarked on a mission to revitalize Little Italy. Today, office buildings, condominiums and apartments fill formerly

vacant lots. The residential population has increased, shops and storefronts are full, and business has boomed. The neighborhood is a community center for festivals, and a gathering place for locals and visitors alike. They have established plazas and parks throughout the district, understanding that public space is essential to the sense of neighborhood.

The program developed so successfully in Little Italy has been implemented in 70 cities and towns across America by New City America.

MOVING FORWARD

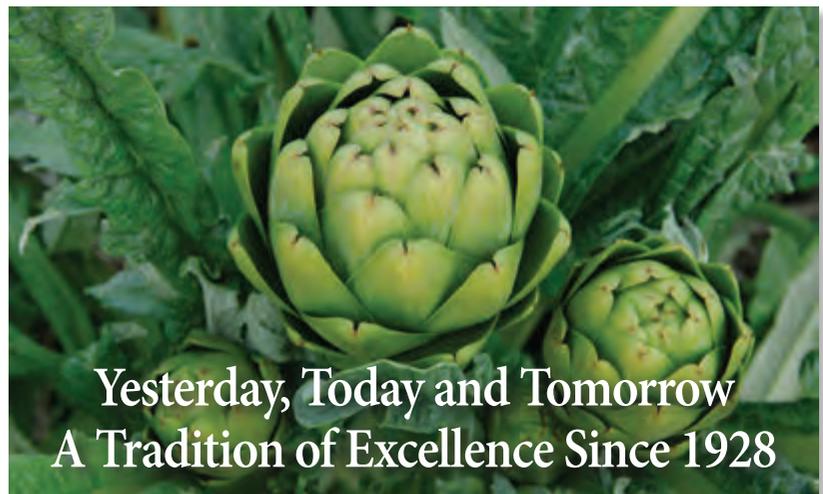
Salinas City Center has already developed a presence and following on Facebook. The Facebook page has an "I Am Salinas City Center" campaign, which features business owners, employees, residents, and visitors to the district. A compilation of these images can be seen in the album section on the City Center's Facebook page.

With security, identity, and beautification efforts in the works, Salinas City Center is well on its way to making a positive impact on the Central Coast.

"Most of my fellow property owners in the district are boots-on-the-ground true believers. The creation of the SCCIA brings power to that vision, and adequate financial wherewithal to create an environment fertile for vibrancy and growth. We see a safe and clean City Center with thriving tenants, improved storefronts, upstairs residential, and real amenities like grocery stores. We see City Center as a place for business and families and our community to gather,"

-Catherine Kobrinsky Evans, a property owner and one of the leaders in establishing the SCCIA.

To learn more about Salinas City Center, please call 831-905-1422 or email info@salinascitycenter.com. **CG**



**Agriculture Law
Business & Taxation
Construction
Creditor's Rights
Estate Planning
Labor & Employment
Litigation
Personal Injury
Public Agencies
Real Estate & Land Use**

333 Salinas Street
Salinas, CA 93901
831.424.1414

470 Camino El Estero
Monterey, CA 93940
831.373.3622

104 S. Vanderhurst
King City, CA 93930
831.386.1080

nneh.com

**NOLAND
HAMERLY
ETIENNE
HOSS**

Attorneys at Law